

WHAT IS CLAIMED:

1. A compact disk case comprising:

a first side; and

a second side connected to the first side so as to permit the first side to move relative to the second side between a closed position and an open position;

wherein the first side is structured and arranged to define a viewing window, and

wherein the viewing window constitutes less than all of the first side to provide a first viewing characteristic that differs from a second viewing characteristic that is provided through another portion of the first side.

2. The compact disk case of claim 1 wherein the viewing window comprises a hole in the first side.

3. The compact disk of claim 1 further comprising a transparent material provided to affect the first viewing characteristic.

4. The compact disk of claim 1 further comprising a translucent material provided to affect the first viewing characteristic.

5. The compact disk case of claim 1 wherein the viewing window comprises more than one viewing window defined by the first side.

6. The compact disk case of claim 1 further comprising a second viewing window defined by the second side.

7. The compact disk case of claim 2 wherein portions of the first side that are positioned around the viewing window are opaque.

8. The compact disk case of claim 1 wherein the viewing window is positioned in a lower half of the first side of the case.

1 9. The compact disk case of claim 1 wherein the viewing window has a
2 rectangular shape.

1 10. The compact disk case of claim 1 wherein:
2 the first side and the second side form a closed cavity in the closed position; and
3 the viewing window enables perception of the closed cavity when the compact disk
4 case is in the closed position.

1 11. The compact disk case of claim 1 wherein:
2 the first side and the second side form a closed cavity in the closed position; and
3 the compact disk case further comprises a disk securing member located within the
4 closed cavity formed by the first side and the second side, a portion of the disk securing
5 member extending away from the second side to engage a center hole portion of a compact
6 disk.

1 12. The compact disk case of claim 11 wherein:
2 the first side and the second side include substantially flat opposing surfaces when in
3 the closed position; and
4 the disk securing member is structured and arranged to separate a flat surface of the
5 compact disk from the substantially flat surfaces of the first side and the second side.

1 13. The compact disk case of claim 11 further comprising an inner surface
2 member upon which the disk securing member is positioned.

1 14. The compact disk case of claim 1 wherein the dimensions of the case are
2 greater than the dimensions of a Jewel case typically used to store compact disks having a
3 format that differs from a format of a digital versatile disk.

1 15. The compact disk case of claim 1 further comprising a compact disk within
2 the case.

1 16. The compact disk case of claim 15 wherein the compact disk has a format that
2 differs from a format of a digital versatile disk.

1 17. The compact disk case of claim 15 wherein the compact disk stores electronic
2 marketing materials.

1 18. The compact disk case of claim 17 wherein the electronic marketing materials
2 comprise computer software for installing an Internet service provider on a personal
3 computer.

1 19. The compact disk case of claim 1 further comprising a disk protecting
2 member positioned around a perimeter of the compact disk and extending away from the
3 second side.

1 20. The compact disk case of claim 1 further comprising a securing mechanism
2 capable of securing the first and second sides in the closed position during delivery of the
3 compact disk case.

1 21. The compact disk case of claim 11 wherein the disk securing member includes
2 a central portion that engages a compact disk.

1 22. The compact disk case of claim 1 further comprising a dual sided label that is
2 affixed to the first side of the case and positioned over at least a portion of the viewing
3 window.

1 23. The compact disk case of claim 22 wherein the label has information printed
2 on both sides such that the information on a first side of the label is viewable while the case
3 is in the closed position and the information on the second side of the label is viewable only
4 while the case is in the open position.

1 24. The compact disk case of claim 23 wherein the first side of the label contains
2 information identifying an intended recipient and the second side of the label contains
3 marketing information relating the intended recipient to a marketing source.

1 25. The compact disk case of claim 24 further comprising a compact disk and
2 postage affixed to the case wherein the compact disk is mailed to the intended recipient.

1 26. The compact disk case of claim 24 further comprising a compact disk, a
2 wrapper around the case, and postage affixed to the wrapper.

1 27. The compact disk case of claim 25 wherein the compact disk is positioned
2 within the case during mailing to the intended recipient.

1 28. The compact disk case of claim 26 wherein the compact disk is positioned
2 outside the case during mailing to the intended recipient.

1 29. A method of distributing marketing materials, the method comprising:
2 obtaining a compact disk on which marketing materials are stored as data;
3 installing the compact disk in a case including a first side and a second side connected
4 to the first side so as to permit the first side to move relative to the second side between a
5 closed and an open position, wherein the first side is structured and arranged to define a
6 viewing window and wherein the viewing window constitutes less than all of the first side to
7 provide a first viewing characteristic that differs from a second viewing characteristic that is
8 provided through another portion of the first side; and
9 mailing the case containing the compact disk to an intended recipient.

1 30. The method of claim 29, wherein the viewing window comprises a hole in the
2 first side such that installing the compact disk in the case includes installing the compact disk
3 in a case including the hole in the first side.

1 31. The method of claim 29, wherein the case includes a transparent material
2 provided to affect the first viewing characteristic such that installing the compact disk in the
3 case includes installing the compact disk in a case including the transparent material
4 provided to affect the first viewing characteristic.

1 32. The method of claim 29, wherein the case includes a translucent material
2 provided to affect the first viewing characteristic such that installing the compact disk in the
3 case includes installing the compact disk in a case including the translucent material provided
4 to affect the first viewing characteristic.

1 33. The method of claim 29, wherein the viewing window comprises more than
2 one viewing window defined by the first side such that installing the compact disk in the case
3 includes installing the compact disk in a case including more than one viewing window
4 defined by the first side.

1 34. The method of claim 29, wherein the case includes a second viewing window
2 defined by the second side such that installing the compact disk in the case includes installing
3 the compact disk in a case including a second viewing window defined by the second side.

1 35. The method of claim 29 wherein:
2 the first side and the second side form a closed cavity in the closed position; and
3 installing the compact disk in the case comprises securing the compact disk within the
4 case using a disk securing member that is structured and arranged to separate a flat surface of
5 the compact disk from substantially flat surfaces of the first side and the second side.

1 36. The method of claim 35 wherein the disk securing member includes a central
2 portion that engages the compact disk when moved toward the second side such that the
3 securing includes securing the compact disk in the case with the disk securing member by
4 moving the central portion of the disk securing member toward the second side.

1 37. The method of claim 35 wherein the case includes a disk protecting member
2 positioned within the case and around a perimeter of the compact disk, the disk protecting
3 member extending away one of the first or the second side such that the securing includes

securing the compact disk in the case with the compact disk protected by the disk protecting member.

38. The method of claim 35 wherein the case includes an inner surface member separate from the first side and the second side upon which the disk securing member is positioned such that the securing includes securing the compact disk with the disk securing member.

39. The method of claim 29 wherein the dimensions of the case are greater than the dimensions of a Jewel case typically used to store compact disks having a format that differs from a format of a digital versatile disk such that the installing comprises installing the compact disk in the case having dimensions greater than that of a Jewel case.

40. The method of claim 29 wherein the compact disk is a compact disk having a format that differs from a format for a digital versatile disk such that the obtaining comprises obtaining the compact disk having marketing materials stored in a format that differs from the format of the digital versatile disk format.

41. The method of claim 29 wherein the marketing materials on the compact disk comprise computer software for installing an Internet service provider on a personal computer such that the obtaining includes obtaining a compact disk with computer software for installing an Internet service provider.

42. The method of claim 29 wherein the case includes a securing mechanism capable of securing the first side and the second side during delivery of the compact disk such that the installing includes securing the first side relative to the second side by engaging the securing mechanism.

43. The method of claim 29 further comprising a dual sided label that is affixed to the first side of the case and positioned over at least a portion of the viewing window such that the mailing includes mailing the marketing materials with the dual sided label affixed to the case.

1 44. The method of claim 43 wherein the label has information printed both on the
2 first side that is viewable while the case is in the closed position and the second side that is
3 opposite the first side and that is viewable only while the case is in the open position such
4 that the mailing includes mailing the marketing materials with the label with information
5 viewable in the closed and open positions.

1 45. The method of claim 44 wherein the first side of the label contains
2 information identifying an intended recipient and the second side of the label contains
3 marketing information relating the intended recipient to a marketing source such that the
4 mailing includes mailing the marketing materials with the identifying information viewable
5 on the first side of the label and the marketing information viewable from the second side of
6 the label.

1 46. The method of claim 45 further comprising postage affixed to the case
2 wherein the compact disk case including the compact disk are mailed to the intended
3 recipient such that the mailing includes mailing the marketing materials with postage affixed
4 to the case.

1 47. The method of claim 45 further comprising a wrapper around the compact
2 disk case and postage affixed to the wrapper such that the mailing includes mailing the
3 compact disk case including the compact disk with the wrapper and postage affixed to the
4 compact disk case.

1 48. The method of claim 46 wherein the compact disk is positioned within the
2 case during mailing to the intended recipient such that the mailing includes mailing the
3 marketing materials with the compact disk inside the compact disk case.

1 49. The method of claim 47 wherein the compact disk is positioned outside the
2 compact disk case during mailing to the intended recipient such that the mailing includes
3 mailing the marketing materials with the compact disk positioned outside the compact disk
4 case.